

# EXPERIENCE PASSPORT



**alliants**

**ALLIANTS EXPERIENCE  
PLATFORM**







*The Alliants*  
**EXPERIENCE**  
**PASSPORT**

*Your journey to the extraordinary  
begins here.*

*Inside this passport lies the world's No.1  
Guest Experience Platform.*

*The globe's most iconic hospitality brands  
trust Alliants to bridge the gap between  
technology and the human touch.*

*From seamless, exceptional journeys  
for your guests, to transformational  
operations for your teams.*

*Consider this your all-access pass  
to the future of hospitality.*





## INFORMATION SECURITY

### SECURITY FIRST. ALWAYS.

Our Alliants Experience Platform offers industry leading security and reliability, increasing the protection of your data.



Certified: ISO/IEC 27001:2022



PCI DSS v4.0.1 Compliant



Apple Wallet Certified Credential Manager

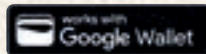


UK ICO registered data controller, and acts as a data processor on behalf of clients, under GDPR & the Data Protection Act



Our Trust Centre explains how we protect the confidentiality, integrity and availability of your data

**TRUST.ALLIANTS.COM**



# ABOUT ALLIANTS



# ABOUT ALLIANTS

Since 2009, Alliants has been driven by a singular mission: to tailor the future of guest experiences for every client, regardless of scale or sector. While competitors offer rigid, "out-of-the-box" technology that demands adaptation, Alliants builds highly configurable solutions that allow our clients to address operational needs while improving Net Operating Income (NOI).

From award-winning mobile and chat apps to comprehensive data platforms, our technology adapts to our client's service models and brand uniqueness. This adaptability has enabled us to partner with the world's most respected luxury hotel, travel, and retail brands, empowering them to exceed guest expectations and achieve elevated NOI, as millions rely on our tech daily.

# PLATFORM BENEFITS

## ALLIANTS VS COMPETITORS



Connected guest journey

Our tech adapts to you

A co-developed platform

Flexibility on the guest's terms

Empowers staff capabilities



Fragmented guest experience

Forced to adapt to the tech

Platform through acquisition

Rigidity guests feel forced into

Overwrites staff capabilities



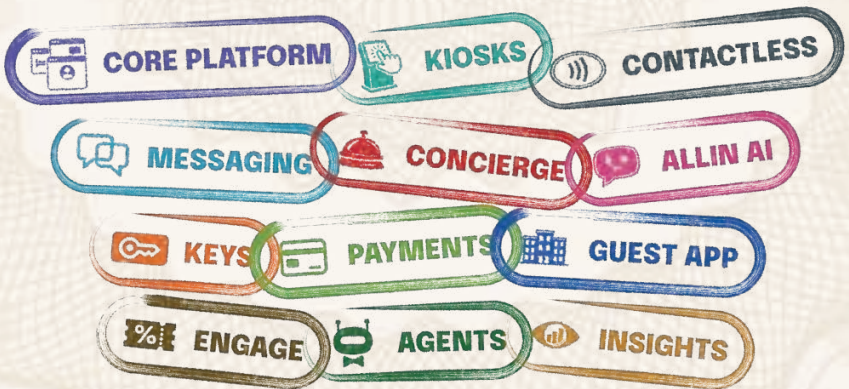
# FRONT OF HOUSE TEAM

## HOW DOES ALLIANTS HELP?

We bring together all of the guest engagement tools you need to serve your guests under one technological roof. The goal? To reduce friction while improving guest context so your teams can shine with the service they provide.



## RECOMMENDED PRODUCTS





## MARKETING TEAM

### HOW DOES ALLIANTS HELP?

Alliants' suite of solutions helps marketing leaders curate the guest journey from interest to post-stay using smart tools that merge digital touchpoints with human-first service.



### RECOMMENDED PRODUCTS





## SALES TEAM

### HOW DOES ALLIANTS HELP?

Turn guest data into sales-ready intelligence, and transform every interaction into an opportunity to drive revenue and loyalty.



### RECOMMENDED PRODUCTS





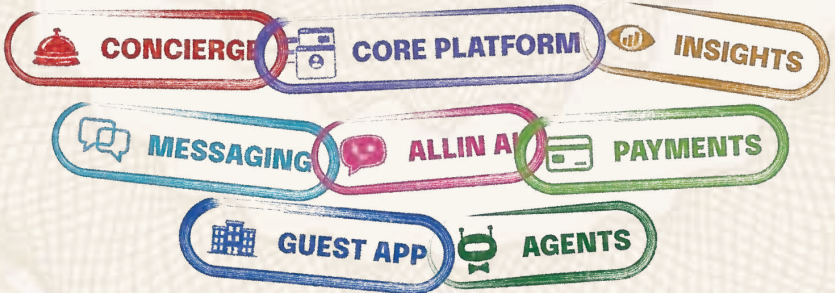
# CONCIERGE TEAM

## HOW DOES ALLIANTS HELP?

Give your guest-facing staff real-time guest context and engagement tools to create truly memorable, profitable interactions from the lobby to late-night reservation requests.



## RECOMMENDED PRODUCTS





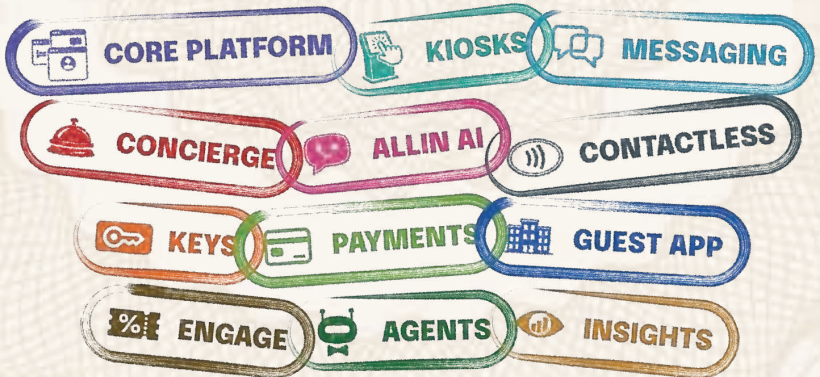
## GROUPS & EVENTS TEAM

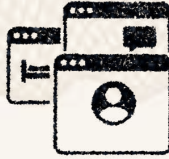
### HOW DOES ALLIANTS HELP?

We bring together check-in, messaging, concierge tools, and more that move as fast as your guests or your front desk needs during high volume and high-touch conferences and special events.



### RECOMMENDED PRODUCTS





# IT OPERATIONS TEAM

## HOW DOES ALLIANTS HELP?

Connect Operations, IT, Marketing, and Guest Service in one place for better decision-making, fewer integration gaps and a secure tech stack.



## RECOMMENDED PRODUCTS





# CORE PLATFORM

CONTEXT + CONNECTION = CONSISTENCY



## UNIFY YOUR DIGITAL GUEST EXPERIENCE



**MANAGING TECH  
FEELS EASIER**

For hotel leaders.



**OPERATIONS FEEL  
SMOOTHER**

For hotel staff.



**EXPERIENCES  
FEEL CONSISTENT**

For hotel guests.

# What is CORE PLATFORM?



The Core Platform is the foundational layer for unified guest views, a guest web-app experience, and the hub for all integrations.



## UNIFIED GUEST VIEWS

Gain confidence in your ancillary revenue strategies because every person who visits has a unique profile with contextual insight.



## UNIFIED CONTENT EXPERIENCES

Create new revenue opportunities with a Guest Web App that injects relevant offerings within guest digital itinerary experiences.



## UNIFIED INTEGRATION HUB

Core Platform acts the a single integration hub for your PMS, Access Control and any 3rd Party Systems, so you spend less on integration costs.



AUTOMATE ORDINARY, *Deliver Extraordinary.*



# MESSAGING

MAKE COMMUNICATION MEANINGFUL



MIRROR THE IN-PERSON  
SERVICE YOU'RE KNOWN FOR



**SERVICE FEELS  
GLOBAL**

For hotel leaders.



**COMMUNICATION  
FEELS FASTER**

For hotel staff.



**ENGAGEMENT  
FEELS HUMAN**

For hotel guests.

# What is **MESSAGING**?



Transform every guest engagement by combining intelligent automation, guest context, and omnichannel messaging that elevates service, boosts loyalty, and creates efficiency.



## **TRUE OMNI-CHANNEL**

Connect across 14+ channels, from WhatsApp to SMS, into one intelligent and unified inbox.



## **TRUE OMNI-LANGUAGE**

Break language barriers with real-time translation for both inbound and outbound messages.



## **MEET YOUR AI SIDEKICK, ALLIN**

Allin AI uses custom LLMs and vendor data to intelligently suggest personalized guest replies, saving time and boosting satisfaction.



AUTOMATE ORDINARY, *Deliver Extraordinary.*



# CONCIERGE

ELEVATING EVERY GUEST ENGAGEMENT



## TRANSFORM FROM REACTIVE TO ANTICIPATORY



**REVENUE FEELS  
STRONGER**

For hotel leaders.



**EFFORT FEELS  
LESS WASTEFUL**

For hotel staff.



**STAYS FEEL  
WORTH IT**

For hotel guests.

## What is **CONCIERGE**?



Concierge provides staff with guest engagement tools to understand context, curate content/offerings that boost ancillary spending, recognise loyalty, and fulfil requests.



### **PROFILES FOR EVERYONE**

A 360° profile of every person who walks through your doors, unifying past behaviours, preferences, and loyalty to deliver better insight.



### **AN INTERACTIVE DIGITAL ITINERARY**

Share a dynamic itinerary with guests that updates in real-time via the Guest Web App, while also showing relevant ancillary offerings.



### **DON'T LET OPERATIONS SLIP**

Follow guests and their requests or make reminders so no guest need is overlooked or missed by teams across shifts.



AUTOMATE ORDINARY, *Deliver Extraordinary.*

ALLIN AI



YOUR STAFF'S AI SIDEKICK



# ELEVATE SERVICE WITHOUT LOSING HUMANITY



**AI THAT FEELS LIKE  
YOUR BRAND**

For hotel leaders.



**REPLIES FEEL  
SIMPLIFIED**

For hotel staff.



**SERVICE FEELS  
FASTER**

For hotel guests.

## What is ALLIN?



An AI sidekick that helps hotel teams reply faster, stay consistent, and improve guest satisfaction without losing the personal touch.



### AGENTIC AI THAT'S CONTEXTUAL

Allin acts like an agent, using brand, vendor, and offering data to help staff craft guest responses or requests.



### IMPROVED ANALYSIS & REFERENCE

Allin monitors guest sentiment in real-time via guest messages. Staff can also query Allin for reference information like SOPs or offers.



### A CHATBOT WHERE YOU NEED IT

Allin acts as a chatbot for simple, high-volume queries (e.g., hours, directions), freeing your team for essential service.



AUTOMATE ORDINARY, *Deliver Extraordinary.*

ENGAGE



# ENGAGE

PERSONALISATION THAT JUST WORKS



THE RIGHT OFFER,  
AT THE RIGHT TIME



**MARKETING FEELS  
PERSONALISED**

For hotel leaders.



**ENGAGEMENT  
FEELS EFFORTLESS**

For hotel staff.



**RECOGNITION  
FEELS SINCERE**

For hotel guests.

## What is ENGAGE?

Engage integrates with the entire guest web or app brand experience in addition to email and messaging. Move beyond standard upselling and curate hyper relevant offers on the most effective channels.



### ADVANCED AUDIENCE BUILDER

Segment audiences intelligently for campaigns based on spend, preferences, etc., to improve offer relevance.



### CAMPAIGN MANAGEMENT

Execute omni-channel campaigns (RCS, Web App, etc.) with targeted offers for tailored audience segments.



### CAMPAIGN DATA AND ANALYTICS

Find out what campaigns, channels, content, and offers work best for audiences, and amplify ancillary revenue growth.



AUTOMATE ORDINARY, *Deliver Extraordinary.*

CONTACTLESS



**CONTACTLESS**

A WARM DIGITAL FIRST IMPRESSION

SKIP THE DESK,  
NOT THE WELCOME



**ARRIVALS FEEL  
BRANDED**

For hotel leaders.



**CHECK IN LINES  
FEEL SHORTER**

For hotel staff.



**SKIPPING THE  
LINE FEELS EASY**

For hotel guests.

 **alliants**

# What is CONTACTLESS?

Reduce costs by removing bottlenecks through deep system integrations. Elevate every arrival and departure in a branded way that puts guests in control.



## FLEXIBILITY BY DESIGN

Contactless allows guests ultimate flexibility to arrive and depart through a smartphone app, via a web-based portal, or at Alliants Kiosks.



## INFINITE INTEGRATION POTENTIAL

We already integrate with all major lock providers and PMS systems, and the list of integrations keeps growing.



## GIVE CONTROL BACK TO GUESTS

Guests have complete control to request additional guests, verify identification, see their folio, pay final bills, and more in real time.



AUTOMATE ORDINARY, *Deliver Extraordinary.*

KEYS



**KEYS**

A FRICTIONLESS STAY IN YOUR POCKET



*YOUR ROOM KEY,  
NOW WITH LESS KEY*



**KEYS FEEL  
EXPERIENTIAL**

For hotel leaders.



**PROVISIONING  
FEELS INSTANT**

For hotel staff.



**ACCESS FEELS  
SEAMLESS**

For hotel guests.

## What is KEYS?



With Apple Wallet & Google Wallet - Keys evolves guest access by putting digital keys on smart devices, enabling customised branding, and enhancing profitability, sustainability, and security.



### ONE KEY TO RULE THEM ALL

Keys supports all major door lock providers, enabling direct provisioning of digital keys to guest smart devices via digital wallet passes.



### A NEW KIND OF BRANDING

Dynamically brand your digital keys for events, conferences, holidays, or to recognise guest loyalty with customisable key art.



### ENHANCED PROFIT AND SECURITY

Reduce physical keycard costs and carbon footprints while creating a more secure access experience for staff and guests.



AUTOMATE ORDINARY, *Deliver Extraordinary.*



# GUEST APP

FOR WHEN OUT-OF-THE-BOX FALLS SHORT

---

UNIFY YOUR  
DIGITAL GUEST EXPERIENCE

---



**EXPERIENCES FEEL  
CONNECTED**

For hotel leaders.



**CURATION FEELS  
NATURAL**

For hotel staff.



**OFFERS FEEL  
MEANINGFUL**

For hotel guests.

## What is GUEST APP?

Empower guests to spend more with a beautifully branded, consumer-grade, and fully connected hospitality experience, accessible with and without a smartphone app.

---

### THE GUEST PHONE APP

We work with your teams in molding our app experience to match your brand, avoiding the out-of-the-box rigidity.



### THE GUEST WEB APP

Offer the full experience via a web-based app for guests who prefer not to download an application, regardless of their device.



### A SINGULAR ELEVATED EXPERIENCE

Guest App connects beyond AXP into 3rd-party systems like in-room controls, booking platforms, internal AI tools, and data lakes.



AUTOMATE ORDINARY, *Deliver Extraordinary.*



# PAYMENTS

FROM TRANSACTIONS TO TRUST



## INSPIRE GUESTS TO SPEND WITH CONFIDENCE



**SECURITY FEELS  
STRONGER**

For hotel leaders.



**COMPLIANCE  
FEELS SIMPLIFIED**

For hotel staff.



**PAYING FEELS  
SAFER**

For hotel guests.

## What is PAYMENTS?

Delight guests with a compliant payments experience that bypasses PMS obstacles and leverages an expanding integration ecosystem, allowing guests to pay on their terms.

---

### TOKENISING COMPLIANCE

Built-in 3DS strong authentication and fully tokenised cards maintain PCI DSS compliance while mitigating fraud risks.



### PLUG & PLAY INTO YOUR PMS

Payments is integrated with all major PMS technologies, making it an easy transition to a more secure payment architecture.



### AN EVER GROWING ECOSYSTEM

We're integrated with TokenEx, Adyen, Elavon, InCode, Shift4, and FreedomPay, and add more every year.



AUTOMATE ORDINARY, *Deliver Extraordinary.*

KIOSKS



**KIOSKS**

**MAKING SELF-SERVICE SINCERE**



# FIRST CLASS SERVICE IS NOW SELF-SERVICE



**CHECK-IN FEELS  
FLEXIBLE**

For hotel leaders.



**EFFORT FEELS  
LESS TAXING**

For hotel staff.



**OPTIONS FEEL  
VALUABLE**

For hotel guests.

 **alliants**

## What is KIOSKS?



Kiosks, designed specifically for hospitality, offer better guest recognition, remove arrival friction, and automate efficiently, unlike retrofitted retail kiosk experiences.



### A NEW AVENUE FOR RECOGNITION

Alliants can provide a unique kiosk experience, like selecting loyalty benefits during check-in based on the guest's level in their profile.



### A SEAMLESS KEYS INTEGRATION

Direct integration with Alliants Keys allows guests to self-program a physical keycard and assign it to their phone's wallet.



### SMOOTH AUTOMATIONS

Efficiently manage kiosk check-in & check-out using automation flows for a premium, consistent, guest experience.



AUTOMATE ORDINARY, *Deliver Extraordinary.*

AGENTS



# AGENTS

FLEXIBLE. ADAPTABLE. SPECIFIC.



## TECH THAT ADAPTS TO YOUR UNIQUENESS



**SYSTEMS FEEL  
CONNECTED**

For hotel leaders.



**OPERATIONS FEEL  
SMARTER**

For hotel staff.



**SERVICE FEELS  
ELEVATED**

For hotel guests.

# What is AGENTS?

Agents automates workflows across the Alliants Platform and beyond, syncing internal tasks, messaging guests, and more to match your hotel's pace and rhythm.



## GO BEYOND ALLIANTS PRODUCTS

Connect with critical third-party systems to trigger events or automate tasks, enriching your guest experience tech stack.



## AUTOMATE THE ORDINARY

Automate timed emails, texts, guest requests, internal alerts, and booking confirmations so teams can prioritize guest service.



## DELIVER THE EXTRAORDINARY

Use the agent workflow builder to personalise engagement like unique guest arrival messages based on loyalty tier.



AUTOMATE ORDINARY, *Deliver Extraordinary.*



# INSIGHTS

DEEPER CONTEXT MEANS BETTER DECISIONS

---

✱

## FROM HARDER WORK TO SMARTER WORK

---

✱



**ANALYTICS FEEL  
POWERFUL**

For hotel leaders.



**DATA FEELS  
CLEANER**

For hotel staff.



**NEEDS FEEL  
ANTICIPATED**

For hotel guests.

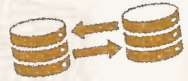
## What is **INSIGHTS**?

Turn every guest interaction and service event into clear, actionable insights that enhance satisfaction, boost performance, and deliver measurable business impact across all properties.



### **TWO-WAY DATA FLEXIBILITY**

If you have your own way of insight analysis, you can easily push Alliants data to external reporting tools, or send that 3rd party data to Insights.



### **GROW YOUR ENTERPRISE**

See how the guest experience translates across your entire enterprise and connect property-level best practices together.



### **VIEWS FROM MACRO TO MICRO**

Gain a full and clear view of operations and offerings by seeing data from high-level trends down to an individual guest.



AUTOMATE ORDINARY, *Deliver Extraordinary.*

*Extraordinary***GUEST JOURNEYS****PRE-STAY**

We help you present offerings to guests upon booking, or itinerary creation, in relevant ways and on preferred channels to increase the propensity for higher pre-arrival spend.

**ARRIVAL**

Our fully white-labelled pre-arrival offers your signature welcome and mirrors your physical check-in experience. Guests can skip the line and enjoy your property immediately.



## IN-STAY

We provide guest-facing and marketing/sales teams with hotel-specific CMS, digital itinerary, and engagement tools that boost NOI by supporting higher total spend per trip.



## POST-STAY

Leverage stay data and unified profiles to build lifelong relationships. Engage after departure through permanent mobile billboards, such as Member Passes, and repeat-stay campaigns with Engage.



## ALLIANTS, ACROSS THE JOURNEY

UNIFY AND INTEGRATE YOUR GUESTS' CONTEXT AND DATA

DELIVERING FOR HOSPITALITY



JUST SOME OF THE BRANDS WHO TRUST US

*Delivering for exceptional*  
**BRANDS**



GLOBAL HOTEL GROUPS

**IHG** HOTELS &  
RESORTS



**FOUR SEASONS**



**MANDARIN ORIENTAL**  
THE HOTEL GROUP

**ROSEWOOD**  
HOTEL GROUP

**Jumeirah**  
STAY DIFFERENT™

EST 1865 | LONDON  
**THE LANGHAM**  
HOTELS & RESORTS

**kerzner**

**LOEWS**  
HOTELS

**NOBU**

**alliants**



ICONIC INDEPENDENTS

  
**Dorchester**  
*Collection*

  
MAYBOURNE



  
ROCCO FORTE HOTELS

  
**CORINTHIA**  
GROUP

 **CONSTANCE**  
HOTELS & RESORTS

  
*Sandy Lane*

 **MOLLIE'S**

**LORE**  
GROUP

  
**IMPERIAL  
LONDON**  
Family of Hotels



MEGA DEVELOPMENTS & DESTINATIONS



Red Sea  
Global



Resorts World  
LAS VEGAS



FONTAINEBLEAU  
LAS VEGAS



ATLANTIS  
THE PALM, DUBAI



SCALE HOSPITALITY



Premier Inn

easyHotel

YOTEL



THE  
CELTIC  
COLLECTION



# INTEGRATIONS

Here are some of our key integrations. For a complete list please visit [alliants.com](http://alliants.com)



**ORACLE**  
HOSPITALITY

 **apaleo**

**infor**

**adyen**

**planet**

**FREEDOMPAY**

**AMADEUS**

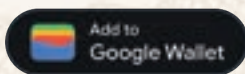
 **UNIFOCUS**

**IRIS**

**vingcard**  
ASSA ABLOY

**dormakaba** 

**salto**   
INSPIRED ACCESS



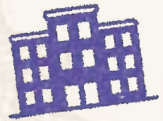
# INTEGRATIONS

Delivering a seamless guest journey requires unifying events and data from multiple hospitality systems. Alliants has developed integrations to over 50 platform across PMS, Access, Payments, Service Optimisation, Spa and many more.



## PROPERTY MANAGEMENT SYSTEM

AXP sits on top of, and enhances your PMS. Critical data such as digital check-ins, upsells and payment details are updated back into the PMS.



## ACCESS

As an Apple Credential Manager, Alliants is uniquely positioned to enable Wallet Key solutions across Salto, Vingcard and Dormakaba locks.



## UNIFIED INTEGRATION HUB

Can't find the integration you're looking for? Let us know and we can create any required integration to meet your needs.



AUTOMATE ORDINARY, *Deliver Extraordinary.*



# LET'S TAKE OFF

Elevate your guest experiences above the clouds



Tap here to book a  
demo with one of  
our hospitality  
specialists



**alliants**

**EXPERIENCE DELIVERED**